

ANDRÉA L. LÖFGREN

MANAGEMENT - CREATIVE ECONOMY - ESG

CONTACT INFORMATION

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ARTICLES * (2024 - 2025)

- Event City Paradox – Global fame and local neglect. Jun/25
- People with disabilities in event production. May/25
- Who Is the Event Professional of the Future? Apr/25
- PERSE and Event Professionals: The Forgotten Ones of the Recovery. Mar/25
- The Challenges of Sustainability in Tourism. Feb/25
- Impacts of CVM Resolution No. 193/2023 on the Events Sector. Jan/25
- Walk the Talk – ESG Practices in Creative Companies. Dec/24
- Greenwashing in Events: When Sustainability Is Only an Appearance. Nov/24
- Mitigation strategies for climate emergencies in events. Sep/24
- The future of events in a world of climate extremes. May/24
- Women, ESG, and the Creative Economy. Mar/24
- ESG and Carnaval – Is a Sustainable Carnaval Possible? Feb/24
- Consumer Experience and Technology in the Creative Economy. Feb/24
- What is a creative company? Feb/24
- ESG in the Music Industry – Feb/24
- Museums, art, and ESG – when preservation requires responsibility. Jan/24
- What does a sustainable audiovisual industry look like? Jan/24
- Is producing sustainable events enough? Jan/24

* AVAILABLE IN PORTUGUESE ONLY.

SUMMARY

Executive manager for creative companies, with 20+ years structuring PMOs and operations for associations and event companies, from the Rio 2016 Olympic Games to executive direction at Instituto Mauá. Partner at Gig Flows, a management and process consultancy with an emphasis on ESG projects for events.

PROFESSIONAL EXPERIENCE

PARTNER — MANAGEMENT & ESG

Gig Flows (GF Fluxability Eventos e Projetos Ltda)

Sep/03 - Present (main projects)

- Jorge Aragão — 50 Years of Poetry - Development of a sustainability (ESG) plan for a tour of concerts and exhibitions across 10 cities, based on GRI guidelines and the ABNT ISO 20121 standard.
- Strategic planning for ANPPE - National Association of Event Production Professionals.
- Process design for Casa Chama - LGBTQIAP+ Cultural Care Association.
- Process redesign and management project for Dell'Ome Advogados.
- Lectures in various training courses on ESG applied to events and creative companies (I Love Events; Música e Negócios; MNE Training Week).
- Creator of the Gig Flows blog (www.gigflows.com), specialized in articles on event management and ESG.

VICE-PRESIDENT

Associação Comercial do Rio de Janeiro

Jun/25 to Mar/26 - Jul/26 to Present

- As VP of Strategic Projects, responsible for leading ACRJ's Strategic Projects, reporting directly to the Presidency.
- As VP for Members and Events, was responsible for several strategic initiatives, including parametrization of the Associatec membership management tool; redesign of the institutional website; implementation of Google for Non Profit; and collection and strategic analysis of member data.

EXECUTIVE DIRECTOR

Instituto Mauá

Mar/26 - Jul/26

- Executive management of Instituto Mauá and structuring of its PMO (Project Management Office), reporting to the Presidency.
- PROJECTS:
- Rio de Janeiro City Branding - Contracts with sponsors; definition of the project's financial reporting structure; accountability reporting.
- III and IV Fórum Rio Empreendedor - executive production, responsible for planning and monitoring the project, including a management accountability report, definition and monitoring of financial flow, and management via a custom-built control dashboard. For the IV Fórum, additional parametrization of the B-Events/FIS tool.
- Ninho do Empreendedor: Development of the project's business case, including financial projections and strategic planning for the initiative.

VOLUNTARY ACTIVITIES

- Projeto Uerê Ambassador
- Rio Tourism Ambassador
- Member of the Tourism Ecosystem Business Councils of the Associação Comercial do Rio de Janeiro.

LECTURES

- Don't "greenwash" your event – 2024
- ESG and Sustainability in Events – 2024
- Agile Methodologies and Project Management for Events – 2024
- Innovation in Project Management for Cultural Products – 2023
- Project Management for Events – 2023
- UpNext: Inside the Latin American and Caribbean Creative Industries – 2022
- Creative Economy: New Services or New Ways of Delivering Services? – 2022
- Impacts of the Lack of Representation in the Events Sector – 2022

EDUCATION

POSTGRAD ESG IN PRACTICE

Dissertation Theme: Sectoral Governance Model to Promote Productive Inclusion and the Protection of the Human Rights of Waste Pickers and Street Vendors in Sponsored Public Events.

ESPM-RJ
2024 - 2025

PROFESSIONAL MASTER'S IN CREATIVE ECONOMY MANAGEMENT

Dissertation Theme: Companies that produce live music events in environments of continuous change.

ESPM-RJ
2020 - 2022

ENTERTAINMENT BUSINESS MASTER OF SCIENCE

Full Sail University - Orlando, FL - USA
2018 - 2019

MBA MANAGEMENT

IAG Management -PUC-RJ - Brasil
2012 - 2013

LAW BACHELORS'

PUC-RJ - Brasil
1992 - 1996

LANGUAGES

PORTUGUESE - native
ENGLISH - fluent
SWEDISH - native
FRENCH - fluent
SPANISH - basic

DIRECTOR OF INSTITUTIONAL RELATIONS

ANPPE - Associação Nacional dos Profissionais de Produção de Eventos
Jan/23 - Jun/26

- Responsible for promoting institutional relations with public authorities, other associations, trade unions, professional bodies, and councils, among others.
- Serves as head of the Administrative-Financial and Secretariat departments, with overall responsibility for the management of the association.

EXECUTIVE MANAGER

APRESENTA - Associação dos Promotores de Eventos do Setor de Entretenimento - Rio de Janeiro - Brasil

Apr/20 - Aug/22

- Responsible for the planning, implementation, and management of the association's back-office activities.

PROJECT MANAGER

Merlin Entertainments - Orlando- FL

Apr/19 - Dec/19

- Planning, mobilization, and project management for the implementation of a shared services center for Human Resources, serving 9,500 employees across Legoland parks, Madame Tussauds, and other Merlin Entertainments attractions in the United States and Canada.
- Implementation of the LivePerson Live Chat application and the Live Engage platform, including the definition of system parameters and live chat processes.

SENIOR CITY OPERATIONS ADVISOR

Empresa Olímpica Municipal - Rio de Janeiro - Brasil

Mar/14 - Dec/16

- Liaison officer between the Municipal Olympic Company and the International Olympic Committee on matters related to city operations, transportation, mobility, and more than 50 operational plans, including special projects such as street events, opening and closing ceremonies, and the Torch Relay.
- Support to logistics and operations planning to ensure business continuity for over 600 companies in Rio de Janeiro during the Games period.
- Monitoring and risk management for the demobilization of eight Olympic venues located in public areas.

CONSULTANT ATHLETES' VILLAGE

Comitê Organizador dos Jogos Olímpicos e Paralímpicos Rio 2016

Jun/13 - Mar/14

- Responsible for gap and redundancy analysis of the specifications of 20+ services provided by other functional areas for the Athletes' Village.
- Contract analysis and risk identification in negotiations related to the construction of the Athletes' Village.

CORPORATE POSITIONS IN PROCESS MANAGEMENT

Nov/99 - Jun/13

- IT Coordinator - HRT Participações em Petróleo ▪ Brasil
- Junior Process and Methods Manager - SulAmérica Seguros ▪ Brasil
- Social Responsibility Manager - Instituto Rio 2016 ▪ Brasil
- Senior BPM Consultant - JP Morgan Chase ▪ UK
- Process Manager - Media-Saturn Nordic ▪ Sweden
- Senior BPM Consultant - Affecto Sweden AB ▪ Sweden
- Process Analyst- DBA Engenharia de Sistemas ▪ Brasil
- HR Allocations Manager - Telemar ▪ Brasil
- Resource Manager - PriceWaterhouse Coopers ▪ Brasil